

To Do

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Facebook Lead Generation Ads - Get New Clients in 45 minutes - NOW!

✓	Date	Task
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- Think about your potential client needs - Why he would get in closer contacts with you? Your company? Your service?
- Choose from 2nd sheet the media resources for content media / images creation and download and choose what suits you the best
- Prepare fantastic and 6 inspiring images (or 1 video) that would highly attract you (your potential customer) to click on
- Define your goal - Do you need to call your client? Do you wish to build your e-mail database?
- Create short call to action with inspiration - write copy to give client arguments to give you his contact. Create also great thank you page.
- If you are building newsletter database - create e-mail magnet. Give your potential client real value for free.
- Double check your website to have clear URL with Privacy policy. Be sure to have this link ready with your copy.
- Double check you have thought about your targeting options - age, income, needs, interests, engagement remarketing, website remarketing etc.
- Go to the Facebook Ads manager.
- Click on create (Big green button).
- Set up the objectives of your campaign - click on Lead generation
- Name well your campaign - so, you can easily orient in your Facebook ads manager
- Click to continue
- If you are creating this kind of Ad for the 1st time, click on the conditions sign up offered by Facebook and confirm them completely
- Put your honest energy into targeting - local, age, place, interest, wishes, look alike audiences, remarketing websites, remarketing video views, remarketing engagement etc.

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- Set up auction model (just keep it default from Facebook)
- Set up small / testing budget for the beginning and adjust it during the campaign the way you need (Always start with reasonable budget)
- Set up lowest costs
- After few days / weeks of testing the campaign you can set a bid cap or you can even go for Target costs
- Click to continue
- Choose from 4 key options - Carousel / Single image / Single video / Slideshow
- Video might be great option, if you have created fantastic video
- My best experience is to go for single image that is really attractive for people - they just click and then they click again - 6 pictures for test
- Upload 6 fantastic pictures (or 1 video)
- Double check how pictures are looking in different kinds of Ad formats (Facebook previews on the right side)
- Cut the pictures the way you need directly in Facebook interface
- Write fantastic, inspiring and short text that will attract your potential customers
- Write outstanding headline with strong call to action - this is very important to think about your copy - just few words
- Write easy to remember display link
- Write inspiring news feed text with 2nd call to action (will be seenable just in some places, for example desktops).

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- Define your call to action button - consider highly what kind fo button suits the best to your campaign
- Sometimes it is the best option to skip other text and just use very good headline with display link and call to action button
- Sometimes you can just add to text - Click on the picture to get more information! So, you have double call to action.
- Carefully check the view of the Ad on mobile, because people click more on mobile and they also spend more time on mobile
- Now scroll down to the lead form section
- Activate Facebook pixel on the left down (If you are not using it yet, you will be able to completely set up later in the course)
- Click on New Form button
- Choose more value option (You can also choose higher intent, if you wish, but you will probably get less leads)
- Name well your Form - you might test different forms in the future
- Set up the intro (You can skip this, but my experience is to use it and motivate people to give you the lead)
- Upload the most fantastic image giving your potential client inspiration and feeling of security
- Fill stunning call to action into the headline
- Choose bullets for text / arguments (You can also choose the text, but my experience is that bullets are better)
- Fill into the most important text about what your potential will get - inspire him / persuade him / give him inspiration / give him safe feeling
- Put your highest effort to client's attraction to persuade him you are the best option for him

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- Check on the right side of the screen that the form looks very attractive for your potential client
- Click on questions
- Carefully decide what information you need about the client - THE LESS YOU ASK, THE BETTER
- Click on more options and tick what suits you the best
- Create fantastic headline with strong call to action and also "safety feeling"
- You can add appointment online scheduling - that might be great for consultancy business
- You can also go to settings or multiple custom questions, but please remember - SHORTER = BETTER / SIMPLICITY WINS
- Click to Settings - Be sure to make this form Open (if possible) - So, people can share it and you can attract more people
- Check the correct language in your Form Settings
- Click on Privacy Policy
- Write some text about client's data protection to give him very safe feeling - awake trustfulness (We protect your data. We hate SPAM, etc.)
- Add your Privacy Policy link
- You can also add the Custom disclaimer, if you need
- Click on Thank You Screen
- Fill carefully Headline - Thank you / We will call you / Assure customer / Tell what will happen Now
- Write great description to let potential customer feel great and assured all is fine

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<input type="checkbox"/>		Choose button type - probably visit the website / download something special / Watch free video training / Get PDF magnet
<input type="checkbox"/>		Fill your link - If you have online booking or online store or online service - Drive the people directly to this website URL
<input type="checkbox"/>		Double check complete form
<input type="checkbox"/>		Save the Form
<input type="checkbox"/>		Finish the Form
<input type="checkbox"/>		Double check complete Ad
<input type="checkbox"/>		Scroll down and Confirm the Ad / The Campaign
<input type="checkbox"/>		When the Campaign is approved, carefully check how it is starting
<input type="checkbox"/>		Carefully work with targetings improvements / Copywriting improvements and using this kind of ads for remarketing (Website, engagement, video views) and of course Lookalike audiences (You will get more information about this during this course)
<input type="checkbox"/>		Go to your Facebook Business Page
<input type="checkbox"/>		Click on Publishing Tools
<input type="checkbox"/>		Click on Leads Ads Forms
<input type="checkbox"/>		Download your New Customers / Connect the information directly to CRM
<input type="checkbox"/>		Create more forms, if necessary
<input type="checkbox"/>		Test different kinds of forms with different call to actions
<input type="checkbox"/>		Enjoy the wealth from getting New Clients
<input type="checkbox"/>		Take care of your clients - Make them HAPPY - Get positive reviews from them on Social media / Google my business, etc.

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